User Guide
Global Market Information Database (GMID)

The Global Market Information Database (GMID) is an integrated on-line information system providing key business intelligence on countries, companies, markets and consumers. This user guide explains how to use the system. The following topics are covered:

Familiarising yourself with the home page **2**
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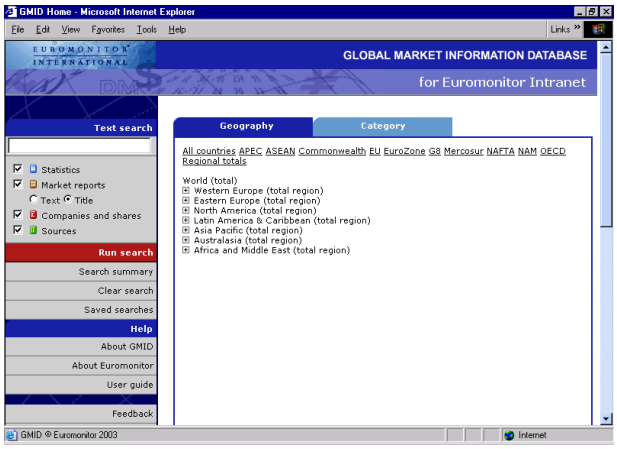
1. Familiarising yourself with the homepage



Text search box
Free-text search criteria are entered in a text box. Check boxes are used to select the information required
Statistics
Market reports
Company profiles and shares
Sources of information

Menu search trees
There are two menu search trees, geography and category.

Saved searches
Access saved searches.

About GMID
An introduction to GMID.

About Euromonitor
A background to Euromonitor International.

User guide
Access this document.

Feedback
Email the GMID helpdesk with any data-related questions.

Contact us
Contact details for Euromonitor's regional offices.

What's new
Updates on the latest research and functionality.

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2. Text searching

Enter your search terms in the free-text search box.
To speed up the search uncheck boxes to deselect data types
e.g. If you want Statistics, deselect Market reports, Companies and shares and Sources

⊙ **Title** searches for market reports with key words in the title. e.g. Yoghurt will not highlight the World Market For Dairy Products report

⊙ **Text** searches for sections of a market report with key words in the body of the text. Searching for Yoghurt produces 392 hits

Click '**Run Search'** for a results list.

Effective free-text search tips

The **free-text search** feature allows the standard Boolean terms **AND**, **OR** and **AND NOT**, defaulting to **AND** if no explicit term is supplied. It supports phrase matching using quotation marks ("), and wildcard matching using the asterisk character (*).

1. Simple searching

Most searches can be fulfilled with a simple list of keywords you require in your results. For example, **canned food France** will return only data containing the above words. This is equivalent to searching for canned AND food AND France

We advise against searching with only a common single term such as 'food' or 'USA' as the number of matches returned will be extremely high. It is better to qualify your search as in 'Food USA'.
Note that search terms are not case-sensitive.

To search for optional words use **OR** in the search. For example, **canned OR frozen** returns data containing either "canned" or "frozen". It is best to combine optional and required searches using **AND** and **OR** with brackets. For example, **canned AND (France OR Germany)**

If brackets are omitted, '**AND**' is resolved before '**OR**', which may not produce the results you want. For example, "**canned OR frozen AND food"** is interpreted as **canned OR (frozen AND food).** To prevent ambiguity, explicitly specify the resolution order using brackets: **(canned OR frozen) AND food**

2. Excluding terms

You can exclude results by placing **AND NOT** in front of them, so: **canned AND food AND France AND NOT volume** will return the same as the first search phrase described above, but exclude any results containing the word "volume".

3. Phrase matching

You can search for a phrase by including it within speech marks: **"canned food" AND France** returns only data containing "Canned Food" as a phrase; this is more specific and should return fewer matches than: **canned AND food AND France**

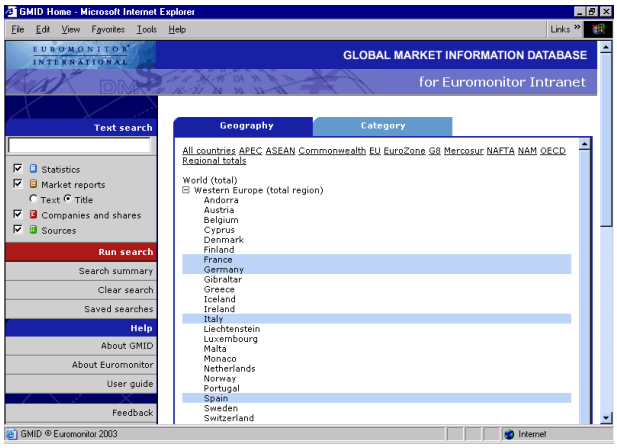
4. Wild card searching

You can use the asterisk * to indicate an ambiguous start or end of a word, for instance **France AND tele*** returns **tele**phone and **tele**visions in France. This is useful for searching regardless of tense or plurality.

Note that text searching is accent sensitive so you will need to include these or type part of the word/s in question without accents (eg type 'estée lauder' or 'lauder' not 'estee lauder).

3. Menu-driven searching

There are two menus to select from: geography and category. The menus are expandable by clicking [+].



Select geography

Select the World, a region or a country from the expandable geography tree.

- Double-click a region to search for regional total plus individual country data.
- Click once on a region to search for regional total only.
- Click [+] to expand without selecting
- Click once on a country to select or deselect an individual country

Hyperlinks allow selection of countries belonging to recognised economic regions: APEC, ASEAN, Commonwealth, EU, EuroZone, G8, Mercosur, NAFTA, NAM, OECD

Select category

Displays all available categories. Icons indicate the information available at each level. If there is no icon shown, there is no data available at this level. However, data will be available for sub-sectors

Statistics Companies and shares
Market reports Sources

- Double-click to select category total and all sub-categories.
- Click [+] to expand without selecting
- Click once on category to select or de-select single items.

Run search

Click here to run a search without previewing selection criteria

Search summary

Click here to preview a summary of your selection. Click 'Search' to proceed to results page or click 'Modify selection' to alter your search criterion.

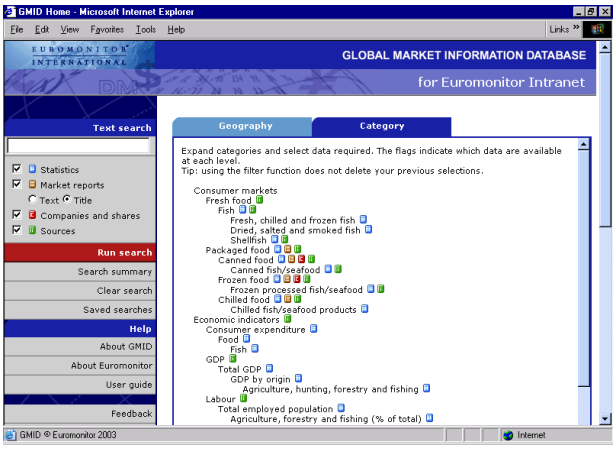
Menu-driven search [continued]

Filter categories
Use the text box at the bottom of the menu tree to locate information of interest quickly. Type your search term and click 'filter categories' to view all categories where the word appears. Select the information of interest as above.

Clear filter
This button clears the filtered menu and returns to the full category menu tree. It does not clear selections any that have been made. Continue to add to your selection by choosing a new search term in the text box and clicking 'filter categories'.

Clear search
Clears all selections from all menu trees

Menu tree filtered to find 'fish'

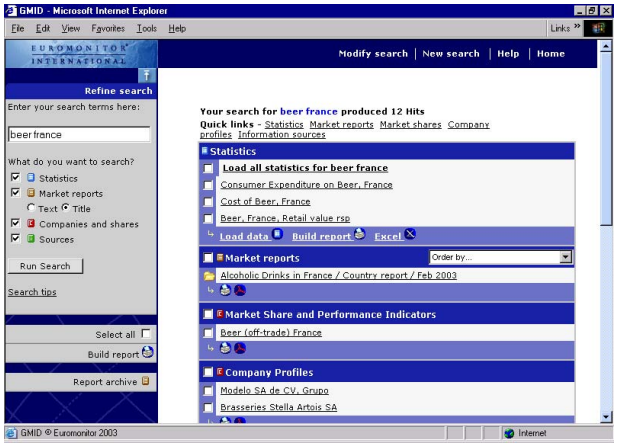


4. Understanding results list

The results list provides a summary of data types matching your search criteria:

- Statistics
- Market reports
- Market share and performance indicators
- Company profiles
- Sources
- Opens a table of contents for a market report

Results list



Quick access to results

If you are interested in a single piece of information click the underlined text to go directly to information of interest. Data is presented in an interactive format.

Multiple selections

Use the check boxes to make multiple selections, then choose how you wish to view the information

Load data

If your selection is from the statistics menu data can be loaded in an interactive format.
On-screen analysis functions allow you to manipulate and recalculate data.

Load data into a combined report

Load data into a pdf document

These are static summaries of the information you have chosen.

Output statistics to Excel

If your selection is from the statistics menu, data can be loaded directly into Excel.

Report builder

This feature allows you to select data from all data type menus and build a customised report. Check the boxes of interest and click '**Build report**' to generate a report

Select all

Checks all boxes in the results list

Reports archive

Allows you to view previous editions of published reports.

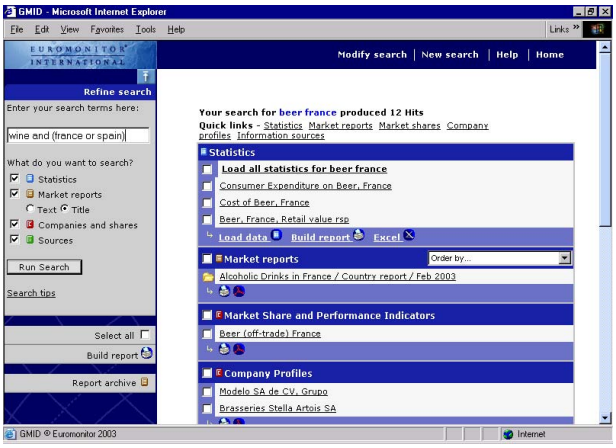
5. Modifying search terms

Refine search
Free-text searches can be modified using the **Refine search** function. Change your free-text search terms and click '**Run Search**'

Modify search
Menu-driven searches can by altered using the **Modify search** button. It returns to the geography and category menu screens, allowing new selections to be added or removed

New search
Clears menu screens to run new search.

Refine search


GMID - Microsoft Internet Explorer
Modify search | New search | Help | Home
Refine search
Enter your search terms here:
wine and (france or spain)
What do you want to search?
Statistics
Market reports
Text Title
Companies and shares
Sources
Run Search
Search tips
Select all
Build report
Report archive
Your search for beer france produced 12 Hits
Quick links - Statistics Market reports Market shares Company profiles Information sources
Statistics
Load all statistics for beer france
Consumer Expenditure on Beer, France
Cost of Beer, France
Beer, France, Retail value rsp
Load data Build report Excel
Market reports
Order by...
Alcoholic Drinks in France / Country report / Feb 2003
Market Share and Performance Indicators
Beer (off-trade) France
Company Profiles
Modelo SA de CV, Grupo
Brasseries Stella Artois SA
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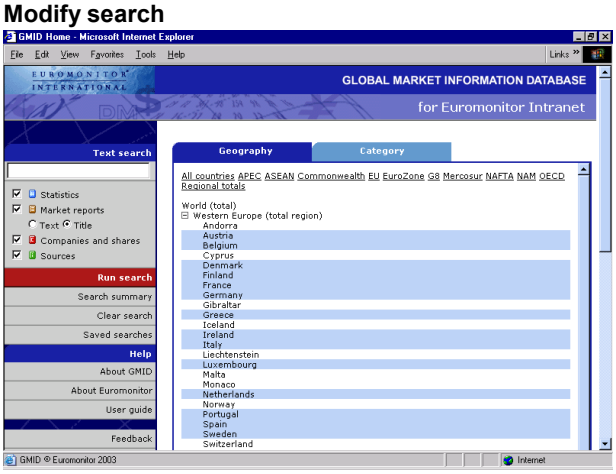
Internet

Modify search



6. Modifying search results

Change selection

Use the drop down boxes to change information displayed in your results table. All other search criterion remains unchanged.

Add/remove geography – change the countries selected
Add/remove categories – change the categories selected

Related data

Use the drop down boxes to view content related to your search selection.

Market reports
Quick link to market reports and lifestyle reports related to the countries and categories in your results table. You can jump to sections of interest using the Table of contents.

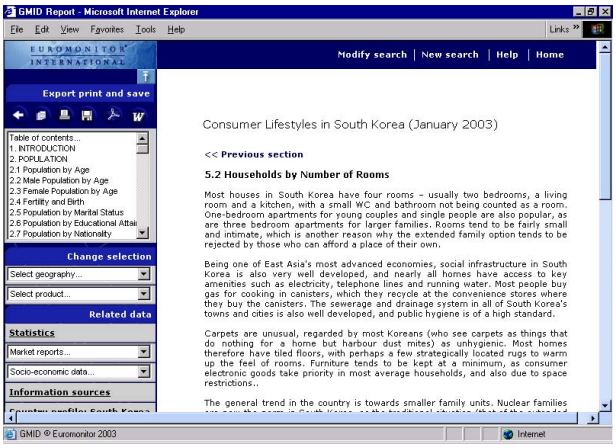
Socio-economic data
Quick link to key socio-economic data related to the countries selected in your results table.

Information sources
View related information sources related to the datatypes selected in your results table.

Company profiles
View key company information for leading national brand owning companies and detailed profiles of top multinationals. Use tabs to view key events, corporate summary, financials, employees, market share and subsidiaries.

Country profiles
Access a political and economic summary of a country. Click for quick cross-country comparisons.

Original search
Return to the results listing page.


GMID Report - Microsoft Internet Explorer
Modify search | New search | Help | Home
Export print and save
Consumer Lifestyles in South Korea (January 2003)
<< Previous section
5.2 Households by Number of Rooms
Change selection
Related data
Statistics
Information sources
GMID © Euromonitor 2003

Company profiles

Modify search | New search | Help | Home
Philip Morris Cos Inc
Address: 120 Park Avenue, New York, NY 10017
Tel: +1 212 880 5000
Fax: +1 212 878 2167
www: www.philipmorris.com
Chairman/CEO: Geoffrey C. Bible (Chairman and Chief Executive Officer)
Activities: holding company involved in the manufacture and sale of food, cigarettes, and alcol
Show all | Key events | Corporate summary | Financials | Employees | Market share | Subsidiaries
Key events
2002
Acquisitions
Corporate image
Divestments and demergers
GMID © Euromonitor 2003

Country profiles

GLOBAL MARKET INFORMATION DATABASE
Country profile
Statistical summary
France
Area: 543,965 km2
Population density: 108.7 people/km2
Currency: Euro (€ = 100 cents)
Location: France, the largest country in Western Europe, also lies at the heart of the continent.
Head of state: President Jacques Chirac (1995)
Head of government: Jean-Pierre Raffarin (2002) DL
Ruling party: The government is formed by the Rally for the Republic (RPR), Union for the French Democracy (UDF) and the Liberal Democracy (DL) parties.
Structure: France has a semi-executive presidency in which the head of state, elected by universal suffrage for a seven-year term, appoints a prime minister in accordance with the bicameral Parliament.
Change selection
Related data
Statistics
Country profile: France
Original search
GMID © Euromonitor 2003

7. Analysis tools

Statistics

There are on-screen analysis tools which allow you to manipulate and re-calculate statistics

View per capita trends
Click this icon to divide every cell by the population in that country.

View per household trends
Click this icon to divide every cell by the number of households in that country

Group data by type
The focus of the data (whether it is viewed by country or category) can be changed easily by selecting clicking this icon. This will change the axis of the table.

Sum selected rows
Use check boxes to select which rows to sum and create unique totals by summing data

Calculate data as % of current row
Use check box to select a row and express all other data in the table as a %

Time series
Change the time series of the data set.

Select currency
Convert local currency to euro, JPY or US$.

Current/constant
View value data at constant prices to take out the effect of inflation. Use the drop down box to select a base year for constant prices, or select current price. The default is current price

Select data type
Use the drop down box to view volume and/or value data

Select growth
Quantify growth patterns. Analyse growth year-on-year, across a selected period or use growth indices.

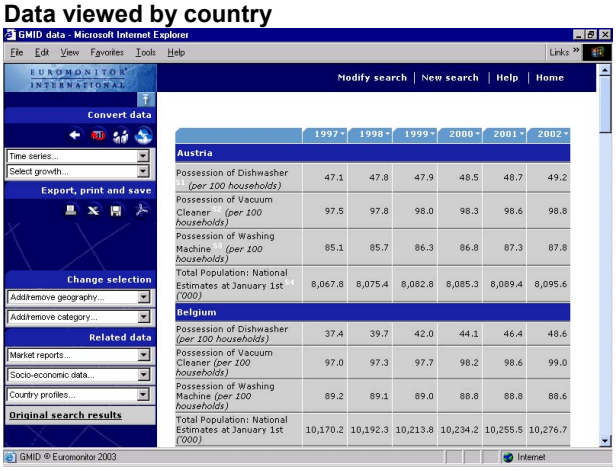
Period growth is the total growth, expressed in percentage terms, across either the forecasted or historic period.

Year-on-year growth is the yearly annual growth, expressed in percentage terms.

Growth index is the cumulative growth for either the historic or forecasted period, expressed as an index where the base year of the historic or forecasted period = 100

Rank data
Click the year column heading to rank all data in a chosen year.

Data viewed by country


GMID data - Microsoft Internet Explorer
Modify search | New search | Help | Home
Convert data
Export, print and save
Change selection
Related data
Original search results
1997 1998 1999 2000 2001 2002
Austria
Possession of Dishwasher (per 100 households) 47.1 47.8 47.9 48.5 48.7 49.2
Possession of Vacuum Cleaner (per 100 households) 97.5 97.8 98.0 98.3 98.6 98.8
Possession of Washing Machine (per 100 households) 85.1 85.7 86.3 86.8 87.3 87.8
Total Population: National Estimates at January 1st ('000) 8,067.8 8,075.4 8,082.8 8,085.3 8,089.4 8,095.6
Belgium
Possession of Dishwasher (per 100 households) 37.4 39.7 42.0 44.1 46.4 48.6
Possession of Vacuum Cleaner (per 100 households) 97.0 97.3 97.7 98.2 98.6 99.0
Possession of Washing Machine (per 100 households) 89.2 89.1 89.0 88.8 88.8 88.6
Total Population: National Estimates at January 1st ('000) 10,170.2 10,192.3 10,213.8 10,234.2 10,255.5 10,276.7
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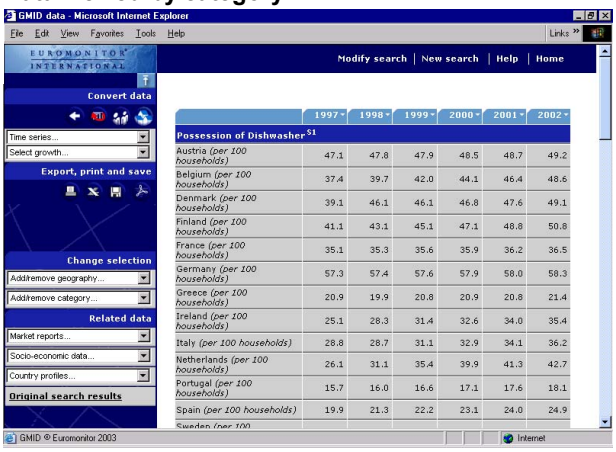
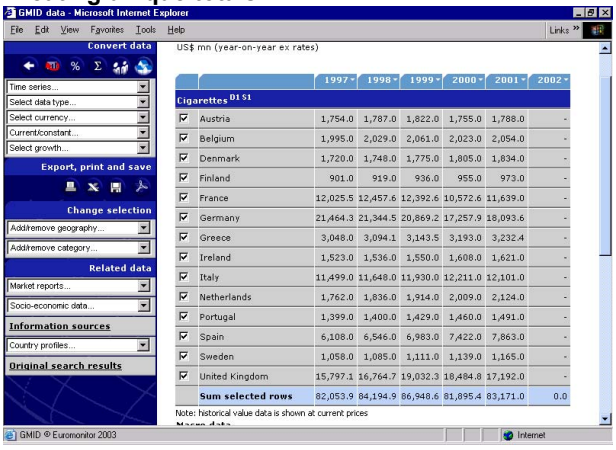
Data viewed by category


GMID data - Microsoft Internet Explorer
Modify search | New search | Help | Home
Convert data
Export, print and save
Change selection
Related data
Original search results
1997 1998 1999 2000 2001 2002
Possession of Dishwasher
Austria (per 100 households) 47.1 47.8 47.9 48.5 48.7 49.2
Belgium (per 100 households) 37.4 39.7 42.0 44.1 46.4 48.6
Denmark (per 100 households) 39.1 46.1 46.1 46.8 47.6 49.1
Finland (per 100 households) 41.1 43.1 45.1 47.1 48.8 50.8
France (per 100 households) 35.1 35.3 35.6 35.9 36.2 36.5
Germany (per 100 households) 57.3 57.4 57.6 57.9 58.0 58.3
Greece (per 100 households) 20.9 19.9 20.8 20.9 20.8 21.4
Ireland (per 100 households) 25.1 28.3 31.4 32.6 34.0 35.4
Italy (per 100 households) 28.8 28.7 31.1 32.9 34.1 36.2
Netherlands (per 100 households) 26.1 31.1 35.4 39.9 41.3 42.7
Portugal (per 100 households) 15.7 16.0 16.6 17.1 17.6 18.1
Spain (per 100 households) 19.9 21.3 22.2 23.1 24.0 24.9
GMID © Euromonitor 2003

Creating unique totals



Analysis tools [continued]

Market shares and performance indicators

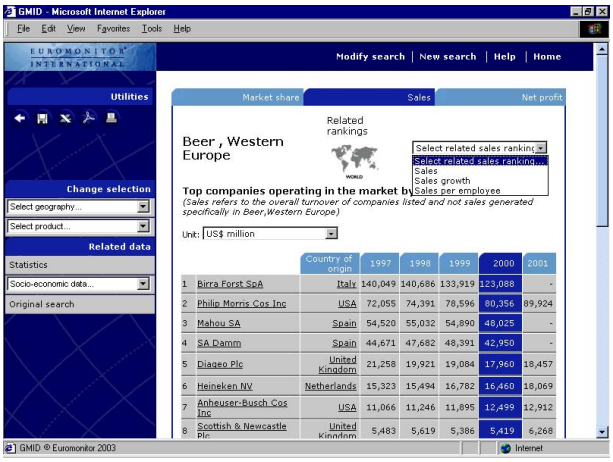
View **market share**, **sales** or **net profit** data for leading multinationals and top national companies by clicking on the relevant tab at the top of your results screen. Click on the company name to view a company profile.

Ranking by year
Companies are ranked by data in current year. You can choose to rank by an earlier year by clicking on the year column header.

Rankings by country of origin
Click country name to group results by a country.

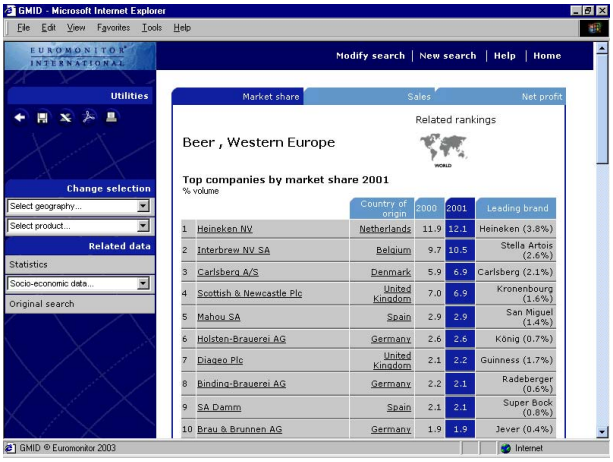
Related rankings
Change your selection to look at national, regional or world performance rankings.

Select currency
Currency data is presented in US$. You can change the currency to 'Euro' or to 'local currency'.


GMID - Microsoft Internet Explorer
Modify search | New search | Help | Home
Utilities
Change selection
Related data
Statistics
Original search
Market share
Sales
Net profit
Related rankings
Beer , Western Europe
Select related sales ranking...
Sales
Sales growth
Sales per employee
Top companies operating in the market by
(Sales refers to the overall turnover of companies listed and not sales generated specifically in Beer,Western Europe)
Unit: US$ million
Country of origin
1997
1998
1999
2000
2001
1 Birra Forst SpA Italy 140,049 140,686 133,919 123,088 -
2 Philip Morris Cos Inc USA 72,055 74,391 78,596 80,356 89,924
3 Mahou SA Spain 54,520 55,032 54,890 48,025 -
4 SA Damm Spain 44,671 47,682 48,391 42,950 -
5 Diageo Plc United Kingdom 21,258 19,921 19,084 17,960 18,457
6 Heineken NV Netherlands 15,323 15,494 16,782 16,460 18,069
7 Anheuser-Busch Cos Inc USA 11,066 11,246 11,895 12,499 12,912
8 Scottish & Newcastle Plc United Kingdom 5,483 5,619 5,386 5,419 6,268
GMID © Euromonitor 2003
Internet

Select related sales ranking
Top companies are ranked by total sales as a default. Data can by ranked by other sales related criteria by selecting from the drop down box:

- Sales
- Sales growth
- Sales per employee


GMID - Microsoft Internet Explorer
Modify search | New search | Help | Home
Utilities
Change selection
Related data
Statistics
Original search
Market share
Sales
Net profit
Related rankings
Beer , Western Europe
Top companies by market share 2001
% volume
Country of origin
2000
2001
Leading brand
1 Heineken NV Netherlands 11.9 12.1 Heineken (3.8%)
2 Interbrew NV SA Belgium 9.7 10.5 Stella Artois (2.6%)
3 Carlsberg A/S Denmark 5.9 6.9 Carlsberg (2.1%)
4 Scottish & Newcastle Plc United Kingdom 7.0 6.9 Kronenbourg (1.6%)
5 Mahou SA Spain 2.9 2.9 San Miguel (1.4%)
6 Holsten-Brauerei AG Germany 2.6 2.6 König (0.7%)
7 Diageo Plc United Kingdom 2.1 2.2 Guinness (1.7%)
8 Binding-Brauerei AG Germany 2.2 2.1 Radeberger (0.6%)
9 SA Damm Spain 2.1 2.1 Super Bock (0.8%)
10 Brau & Brunnen AG Germany 1.9 1.9 Jever (0.4%)
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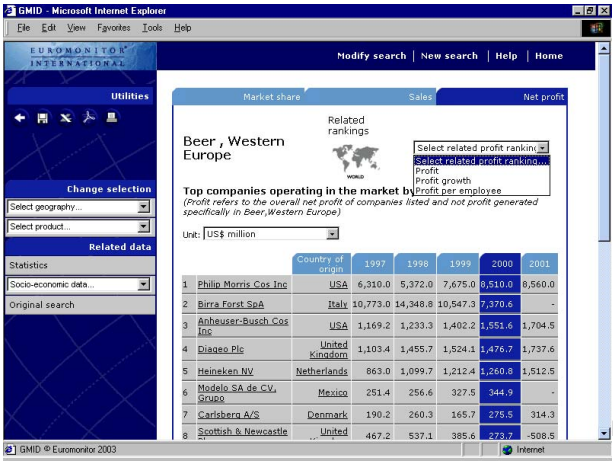
Internet

Select related profit rankings
Top companies are ranked by total net profit as a default. Data can by ranked by other profit related criteria by selecting from the drop down box:

- Total net profit
- Profit growth
- Profit per employee


GMID - Microsoft Internet Explorer
Modify search | New search | Help | Home
Utilities
Change selection
Related data
Statistics
Original search
Market share
Sales
Net profit
Related rankings
Beer , Western Europe
Select related profit ranking...
Profit
Profit growth
Profit per employee
Top companies operating in the market by
(Profit refers to the overall net profit of companies listed and not profit generated specifically in Beer,Western Europe)
Unit: US$ million
Country of origin
1997
1998
1999
2000
2001
1 Philip Morris Cos Inc USA 6,310.0 5,372.0 7,675.0 8,510.0 8,560.0
2 Birra Forst SpA Italy 10,773.0 14,348.8 10,547.3 7,370.6 -
3 Anheuser-Busch Cos Inc USA 1,169.2 1,233.3 1,402.2 1,551.6 1,704.5
4 Diageo Plc United Kingdom 1,103.4 1,455.7 1,524.1 1,476.7 1,737.6
5 Heineken NV Netherlands 863.0 1,099.7 1,212.4 1,260.8 1,512.5
6 Modelo SA de CV, Grupo Mexico 251.4 256.6 327.5 344.9 -
7 Carlsberg A/S Denmark 190.2 260.3 165.7 275.5 314.3
8 Scottish & Newcastle Plc United Kingdom 467.2 537.1 385.6 273.7 -508.5
GMID © Euromonitor 2003
Internet

8. Output features

Printer friendly
Display a printer friendly version of your results. Select 'File' and 'Print' to print what you see on your screen.

Excel
Your spreadsheet can be exported into Excel for further manipulation or for incorporation into reports and presentations.

Save search
Click here to save your search on the system for future use.

PDF
Create a PDF of your results. You must have Adobe Acrobat installed to perform this function.

View report
View the report in full.

9. Saving your results

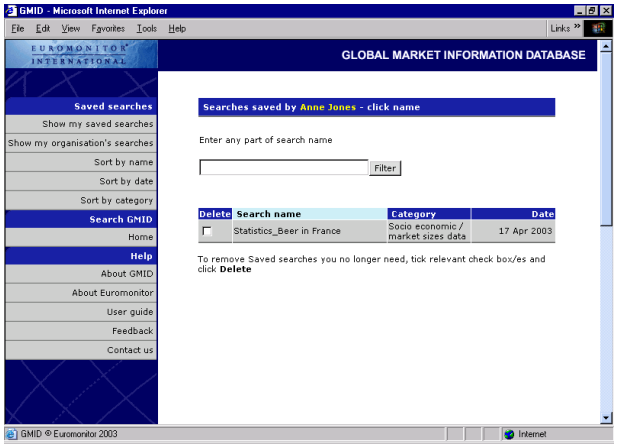
Click the disk icon on your results page to save results.

Your searches can be named and saved in your personal file or made available to all GMID users in your organisation.

Save Search - Microsoft Internet Explorer
14 February 2003
Type your name to identify your personal saved searches
Ms A Jones
Enter name of saved search:
Retails sales data for beer in France
This Saved search should be made available to:
Me only
Me and colleagues
Save
Close

10. Retrieving searches

Click "**Saved Searches**" on the main menu to view saved searches.



Show my searches
Access searches you have saved for yourself.

Show my organisation's searches
Access searches saved to be seen by your company.yourself.

'Saved searches' can be sorted by name, category or date of search. You can also use the free text facility - enter any part of the name of a previously saved search and click '**Filter'.**

Deleting searches
Check boxes to delete saved searches when they are no longer useful.

Download a saved search
Click on the search name to open a saved search.

11. Data Definitions

”Constant prices” Value trends with inflation excluded, also called "real terms".

”Current prices” Value trends with inflation included, also called "nominal prices".

"Growth index" Cumulative growth (or decline) for either the historic or forecast period, expressed as an index where the base year of the historic or forecast period = 100.

"Period growth" Total growth, expressed in percentage terms, across either the historic or forecast period.

"Year-on-year growth" Yearly (annual) growth, expressed in percentage terms.

"Compound annual growth (CAGR)" Annual average growth, expressed in percentage terms, for either the historic or forecast period.

"Tonnes" Euromonitor reports metric tonnes, where 1 tonne = 1,000 kilos

”Ex rates” Exchange rates.

“US$ (fixed ex rate)” US dollar data converted from local currency using same latest year exchange rate for each year of the historic period. US dollar trend calculated from this data will therefore be exactly the same as the local currency trend.

“US$ (y-o-y ex rates)” US dollar data converted from local currency using exchange rates for each year of the historic period. US dollar trend calculated from this data will therefore include effect of exchange rate fluctuations.

“JPY (fixed ex rate)” Japanese yen data converted from local currency using same latest year exchange rate for each year of the historic period. Japanese yen trend calculated from this data will therefore be exactly the same as the local currency trend.

“JPY (y-o-y ex rates)” Japanese yen data converted from local currency using exchange rates for each year of the historic period. Japanese yen trend calculated from this data will therefore include effect of exchange rate fluctuations.

“Euro (fixed ex rate)” Euro data converted from local currency using same latest year exchange rate for each year of the historic period. Euro trend calculated from this data will therefore be exactly the same as the local currency trend.

“Euro (y-o-y ex rates)” Euro data converted from local currency using exchange rates for each year of the historic period. Euro trend calculated from this data will therefore include effect of exchange rate fluctuations.

“rsp” Retail selling price - retail selling price, ie sales at end price to consumer, including retailer and wholesaler mark-ups and sales tax (except in US and Canada) and excise taxes.

“NBO” “National brand owner”, ie producer (company’s own brand or under license) or distributor of brand.

”GBO” “Global brand owner”, ie ultimate owner of brand.

”LBN” “Local brand name”, ie brand recorded by Euromonitor analysts at country product level – this may or may not extend to variant level depending on detail of source data available.

”Nominal prices” Value trends with inflation included, also called "current prices".

“Real terms” Value trends with inflation excluded, often called "constant prices".

“Off-trade” Sales through retail outlets (typically used in reference to sales of alcoholic drinks).